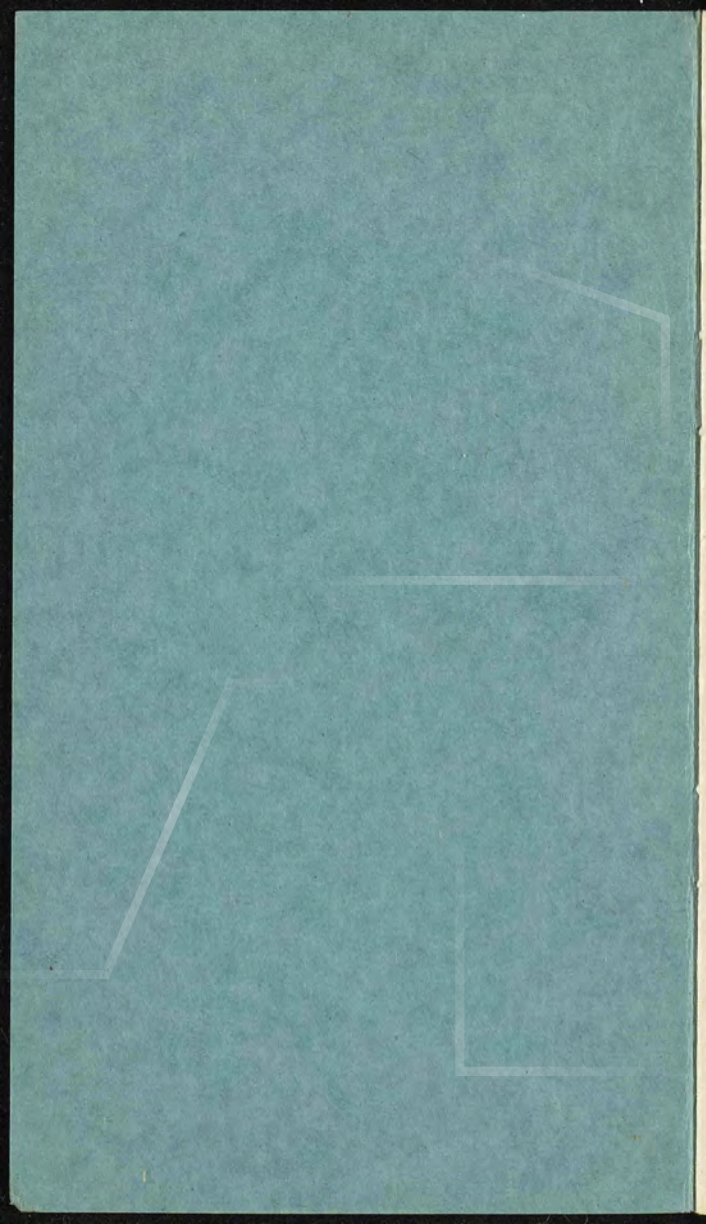


**THE
AP
COPY
BOOK**



For publication and licensing inquiries, please contact
The Associated Press Corporate Archives:
<https://www.ap.org/about/corporate-archives/>

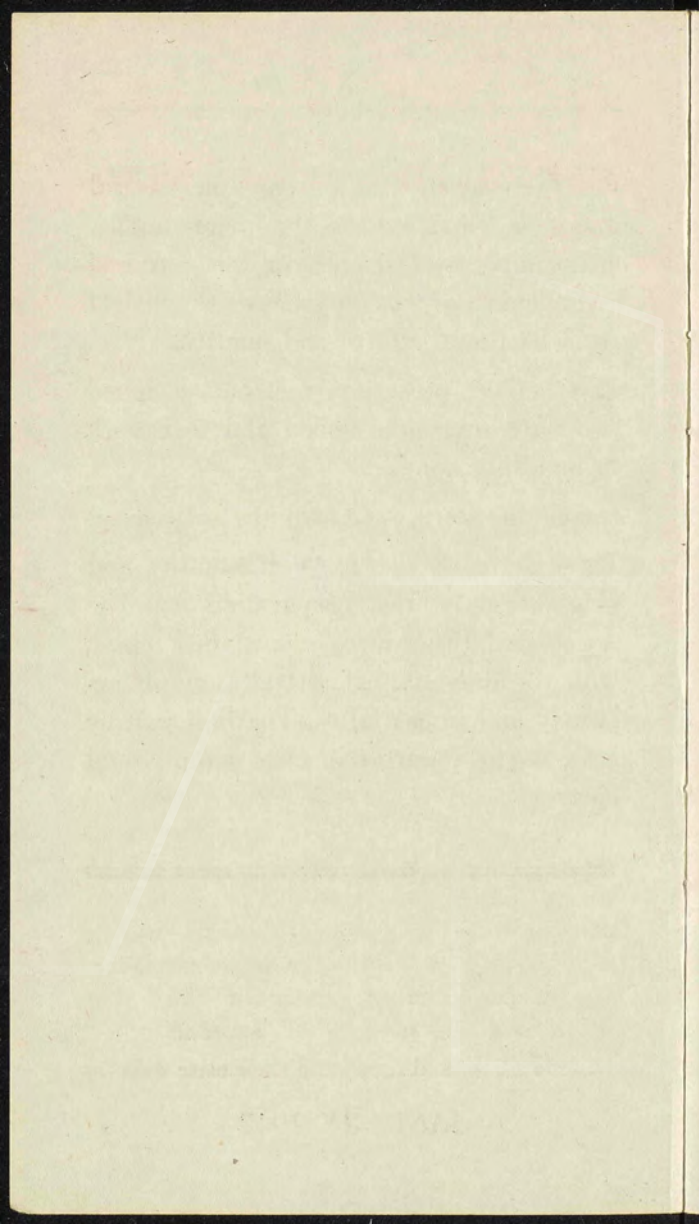


For the convenience of copy desks and smoother handling of the news report, uniformity is desirable in the physical arrangement of that report as distinguished from its literary form and quality.

This booklet prescribes methods designed to insure precision, speed and teamwork in handling copy.

It contains no rules or formula for writing. There is full scope for individuality and originality in the preparation of The Associated Press news report, in keeping with its long-established traditions of accuracy and impartiality. The best writing style is to report the facts simply and clearly.

JANUARY 1947



EXPEDITING THE NEWS

Important news is expedited in these three ways:

1. By a FLASH. The flash is short and must name the point of origin. It is reserved for news of transcendent, world-wide importance. It should be sparingly used, following this form:

Flash

Oak Ridge, Tenn.—Atom plant explodes.

2. By a BULLETIN, followed by BULLETIN MATTER. A flash, if one is used, must be followed immediately by a bulletin of not more than 50 words, preferably less. Best results in handling most important news breaks are achieved by the use of a one-or two-line bulletin at the outset. This accomplishes the twin objectives of speed and publishability. The first add following a bulletin may be slugged as bulletin matter and should not exceed 200 words.

3. By slugging a story: 95. This designation means that the story is well above average importance and that its most effective wire movement can be accomplished by sending it in one piece. A "95" story should not exceed 200 words. Avoid over-using the "95" slug. When in doubt, send a "95" schedule.

In general, wire filing should emphasize delivery

of stories with as few breaks as possible. The wordage should be bracketed at the start of any story exceeding 100 words, to give an instant picture and indicate whether the moving story should be broken, made more or allowed to finish.

ARRANGEMENT OF NEWS DISPATCHES

1. The LEAD. When developments or circumstances justify or require a new top to a story, the second story is slugged "**First Lead . . .**" (Subject of story is named). As further developments of first importance occur, the new leads are slugged in numerical sequence, as: "**Second Lead (subject),**" and so on. Continuing news written for the night report is slugged "**Night Lead (subject),**" "**Second Night Lead (subject),**" etc. In rare cases, where inquiries demonstrate requirements of members differ widely, a brief alternate lead may be sent to bring out a particular angle, and it should be slugged "**Optional Lead (subject),**" or "**Optional Night Lead (subject),**" Morning and evening paper budget stories are slugged AMS Budget and PMS Budget.

2. The ADD. The add is a continuation of a story already sent. All adds should be slugged numerically and must show the dateline as: "**London first add Attlee**" or "**London fourth add Attlee.**"

3. The RUNNING. In the case of continuing

events of first importance, such as national political conventions, a running story is written with adds carrying the account chronologically. The first take of a running story should be written to carry the subsequent adds and be slugged "**Convention Running.**" Leads may be sent from time to time, and they should be slugged "**First Lead Convention,**" and so on—and not "First lead Running." Such leads should be self contained, though they may pick up the running.

4. The DATELINE. Though there may be angles in several cities to one story, every effort should be made to hold to one dateline. (This does not apply to foreign datelines). Variations might be a story released by some federal agency in Washington, locating the actual story elsewhere. The procedure then would be for the story from the locale to be filed as a PRECEDE to the Washington story. It may pick up in the Washington story or be complete. As previously noted, the procedure for handling multi-angled stories under a foreign dateline is different. In most cases, domestic angles of a foreign datelined story should either be bracketed in the main story or handled under a dash. The same procedure, in most cases, would apply to other foreign angles of a story already carrying a foreign date. Sometimes the

best method for rounding up multi-angled foreign stories lies in an UNDATED. Good judgment must be applied in this, as in all other cases.

5. The PICK-UP LINE. For the guidance of editors, an add should pick up immediately after the slug, with the last two or three words of the previous, as: *New York first add crash x x x the wreckage*. Similarly, leads should end with pick-up lines showing editors where to fit the story to what has gone before, as: *The President repeated x x x, 3rd graf previous*. In cases where the original story has moved on one wire, and the lead, or add, has moved on another wire, the general practice should be to include the wire folio of the first, as: *London fourth add Churchill (a72) x x x and tears.*"

THE REVISION OF NEWS DISPATCHES

1. The KILL. Material dangerously unprivileged or extremely undesirable (either a whole story, or any part of a story) must be killed promptly. Here is the way:

Bulletin Kill

New York—Kill story John Doe arrested. Doe not arrested.

The AP

If only a portion of the story is killed, the kill should be worded to fit.

The KILL is followed immediately by a note to editors, as:

Editors

New York—The story about the arrest of John Doe has been killed. A kill is mandatory. Make certain the story is not published.

The AP

It is preferable to state exact reasons for killing, instead of using the general terms of "dangerous" or "libelous." It is desirable to send a sub later, if that can be done without compounding the error, or repeating the libel.

When a story is killed in the day report, a note to editors calling attention to the kill is sent in the night report, and vice versa.

Any bureau which kills a story (or whose story has been killed) should mail a report to the news executive in New York.

2. The ELIMINATION. A story, or part of a story, not libelous or dangerous, but objectionable on the ground of antiquity, triviality, or such, is taken out of the report by an elimination, which shows the reason, as:

Bulletin Elimination

Deadwood—eliminate driver crowded bus telling passengers to exhale to make room for another. Old. Story may be used without AP credit.

Still another form of elimination is required for an erroneous story, though the story has no danger or libel. Where such a story does not merit a formal kill, though it still should not be in the report, use this form:

Bulletin Elimination

New York—eliminate John Doe at Stork Club. He's in Washington.

The AP

Care and judgment must be exercised here. If the story has been in the report long enough to have been printed, a sub usually is necessary, explaining the error.

3. The CORRECTION. Use of this designation should be restricted as follows:

When an error of fact, faulty construction, misspelled name or undesirable expression is found in copy already moved, a correction should be sent, thus:

Correction

London second lead Churchill seventh graf beginning "This problem x x x" make it read "x x x the Anglo-Russian x x x" (not Franco-Russian).

The AP

Each correction should repeat the words taken out, or incorrectly sent, to show exactly what is corrected, and sufficient information should be included in the correction to enable editors to locate the place easily. When different circuits are involved, or there are several stories of the same nature under the same dateline, a helpful precaution is to include the previous wire folio. Corrections should not contain excuses.

Another form of correction is used when a story is being transmitted and revision or error

is found before the moving story is completed.
The practice then, is:

dash

***editors—fourth graf read at start “The
1945 production x x x” (not 1940).***

wr1046aes

4. The RERUN. All repetitions required because of wire or equipment trouble are handled as “reruns” and should be suitably slugged as ***“rerun for all needing”*** or ***“rerun for CX,”*** etc. In making a rerun of a part of a story, include the wire folio, dateline and subject slug. The same care should be used in making a request for a rerun.

5. Other department CORRECTIONS. The wirephoto, telemat, newsphoto corrections are used in correcting cutlines and follow the general form.

6. The NOTE TO EDITORS. This may be used for many purposes, as shown. When the object is copy revision, to cover developments, it takes one of several forms, as:

(a) It may be used to insert new material, as:

Editors

***Washington insert after second graf taxes,
beginning “This cut x x x” x x x the bill.
The committee decided to bracket this***

*provision into the tentative draft. Later
x x x.*

The AP

Or:

Editors

*Hoboken—the number of dead in first
lead wreck may be changed to two, instead
of one, and the following name added to
the list of dead (giving name).*

(b) It may be used to call attention to changes made by the source in textual matter previously transmitted, as:

Editors

*Washington — The White House makes
the following changes in the text of the
president's message (wire folio, date sent
—if another cycle or previous date) in
10th graf beginning "While this is" read
x x x index shows a 12 per cent drop x x x
(instead of 20 per cent).*

This form should not be used as an alibi where a reporter has misunderstood or relied on an untrustworthy source. It should be reserved for source changes in written announcements.

(c) It should be used to show that speeches, moved in advance from a prepared text, have been delivered, as:

Editors

Philadelphia—Jones speech (wire folio) delivered. Delete “prepared” and substitute “delivered” in 2nd graf.

In scheduling this type of note, follow this style:

NY-A-Jones speech (A168) delivered note.

PX

(d) It may be used to transmit a request from a news source, as:

Editors The Department of Agriculture asks that Washington milk production figures (wire folio) be withheld from publication. Says incorrect.

Always transmit the exact request of the source, reserving formal AP kills, eliminations or corrections for stories on which responsibility rests with The AP.

7. The CORRECTIVE. Sometimes an error requires correction long after the original transmission. In most cases, the correct version should be embodied in a short dispatch simply carrying the slug “CORRECTIVE.” The previous story should be identified parenthetically at the end as (*Eds—previous A77, Day, Aug. 2*).

If the error in the previous dispatch was of a character which might be libelous, however, the corrective must be preceded, thus:

Corrective

Editors: Papers which printed a New York City story, (A112, at 1:30pes) dated Aug. 25 regarding a suit against John Doe are requested to print the following).

New York x x x etc (with the correct story).

Unless The Associated Press itself clearly was responsible for the original error, the corrective dispatch should not mention that the original was an Associated Press story. In no case should the corrective dispatch contain such statements as "The Associated Press regrets" or "is glad to correct" the error.

8. The SUB. When it is desired to send a substitute for a story, the slug should be: **Sub Wilson**. In the night report, it may be: **Sub Day Wilson**. If only a portion of the dispatch is to be subbed, the slug should appropriately identify the spot.

HANDLING ADVANCE

Stories transmitted in advance carry a caption showing the time of release, or probable release, if possible. The day of the week, as well as the date, must be shown. This is the form:

(Advance for PMS of Tuesday, Aug. 16)

(Advance for use at 2 p. m. Eastern Standard Time, Tuesday, Aug. 16).

(Advance to be held for release, which is expected about 1 p. m., Eastern Standard Time, Tuesday, Aug. 16).

(Advance to be held for release, the time of which is uncertain).

Another section will be devoted to AP-News-feature advances.

Any radio restrictions set by the source also should be included in advance captions.

The slug: **Advance** should be written also as a part of the dateline, thus:

(Advance) Washington, Aug. 16-(AP)-etc.

At the end, the original caution must be repeated, as:

(End Advance for PMS of Tuesday, Aug. 16, moved Aug. 14).

The words *Moved Aug.* — should be added to the *End Advance* if the story is transmitted in a cycle prior to the one in which it is to be released.

When extremely important material is moved in advance of release, or material is moved considerably in advance of release, the slug also should contain *Caution Watch Release Date.*

It is generally desirable to send a separate note to editors calling attention to the fact extremely important advance material has been moved, and warning against premature publication.

Advance material transmitted on a "hold for release" basis, is released by a short bulletin, thus:

Bulletin

Washington—release budget advance, including regional advances.

In the succeeding cycle, this note is sent:

Editors

Washington—the budget message and regional stories on the budget were released in the day (or night) report.

If a story transmitted in the preceding news cycle to be held for release was not released, a note should be sent, as:

Editors

Washington—the congressional independent rivers and harbors advance transmitted in the day (or night) report has not been released. Guard against premature publication.

In cases where a number of advances have been transmitted on some developing story (Pearl Harbor investigation in Washington, for example) and where some advances have been released and others not, editors would be aided if stories were identified by subject and folio, both as to released and unreleased stories.

Biographical sketches are released on the death of the subject as follows:

Editors

Attention is called to biographical sketch No. 1206, John Doe.

If no loss of time is entailed, the bulletin on the death of the person may contain a parenthetical note: (***Release sketch 1206***). A note to editors reminding of the release should be sent in the following news cycle.

INFORMING THE EDITOR

Special attention should be given to keeping the member papers fully informed of news and photo operations, situations, etc., by wire notes. For example:

Editors

Atlanta—The AP is investigating a report two passenger trains collided causing many deaths. The story will be expedited.

The AP

Occasionally an item of interest to newspapers especially may carry the introduction:

Editors

The following is sent for your information and for publication if desired.

An item transmitted in that fashion should carry The AP credit if it is offered for publication at all. Sometimes, however, information cannot be used for publication, and may be conveyed as follows:

Editors

Washington—the president at a press conference today indicated, not for publica-

tion, he might have a statement later to-day on the Chinese situation.

The AP

Notes of extreme privacy should be headed:

Editors

(Confidential and not for publication)

Customarily the news report does not carry denials of stories not carried by The Associated Press, but such denials may be sent to members in informative notes, or carried as stories when the denials themselves make news.

Notes which establish policy or convey regulations should be dated.

Occasionally matter will be picked up from radio broadcasts, matter which there is reason to doubt, or which has no immediate confirmation, but which none the less has been made public and which members should know. If handled, this takes the form:

Broadcast

New York, March 2—The Paris radio broadcast a report today that fighting had broken out in the wrecked Berlin police bureau.

Note this form does not use The AP logotype. Recognized broadcasting systems, or known radio reporters, when quoted will be identified

as authority for their own statements. Such qualified stories carry The AP logotype.

BY-LINES

By-lines are used only on outstanding material. The usual form calls for the name of the writer followed by the dateline with the AP logotype. AP Newsfeatures' style for by-lines is covered in a subsequent section.

Bulletins normally should not carry by-lines which can be inserted in the slugline of an add. There are exceptions to this rule, notably in the case of outstanding sports bulletins.

COPYRIGHT

Copyright is reserved for outstanding exclusive material written by Associated Press staffers or for The AP by persons outside the service.

EOS

The report now is *EOS* (Extraordinary Occasion Service) making the full report available to all members all the time, except such advance matter as may be specifically restricted by slugs. Bureaus must be alert, through constantly revised lists, to the specific member needs so proper notification in major news breaks is provided members of another cycle.

Telephone or telegraph protection on these outstanding stories should be provided as reflected by member response to periodic questionnaires.

MESSAGES

Urgent messages are marked by the sender: **95**. This designation should be reserved for actually pressing situations.

Messages for all points on a circuit should be marked: **17**.

Market messages are marked: **97**.

A message sent to a bureau on another circuit should be addressed: **KX for Dallas**.

(Spell out the point of destination in such relay messages, except that "Frisco" is a standard abbreviation.)

As such a message passes through the relay to the circuit of address, the wire sign of the relay point is transferred from address to signature, so the signature appears: *Chicago via KX*. Messages scheduling news should be informative and designate the wire, thus:

NY

40 A brotherhoods will vote on pay proposal today

CD

Obituary schedules should include the name. Member request messages should be answered immediately, either with the requested material or a report on progress. Messages, when covering member requests, should include the member asking.

SPECIAL SERVICE

Spot news roundups such as weather, fatalities, strikes, etc., should be approved by New York before undertaken. If authorized, the regular facilities will be used as a rule. Bureaus should be alert to wire conditions and employ alternate means for roundup compilations, if and when transcendent news monopolizes regular facilities.

Occasional roundups of editorial comment may be ordered. This usually will be handled by one bureau (to be designated when the roundup is ordered) and means of gathering the material will be determined at the time.

AP World Service requests when handled on regular facilities should be slugged plainly to insure attention. Telegraph service should specify "AP WORLD." News intended for Far Eastern points should be channeled to San Francisco and also should reach New York if there should be European interest in the item.

La Prensa Asociada matter should be slugged "LPA" and be handled the same as AP World copy, except that none is sent elsewhere than to New York.

Bureaus will save time and messages by including hometown and address of foreigners.

AP NEWSFEATURES

AP NEWSFEATURES is a department set up specifically to handle stories beyond the point permitted by wire pressure and time in the spot report, with the copy handled by both mail and wire.

The wire copy moves, usually in advance, with a distinctive slug, as:

***Advance for AMS of Sunday, Dec. 16,
From AP Newsfeatures***

When stories are moved more than a week in advance of release date, editors' attention is called to the time lag, thus:

***Advance for AMS Sunday, Dec. 16—note
date—From AP Newsfeatures***

The "AP Newsfeatures" designation is not repeated at the end of the story. The sign-off is simply:

***End Advance for AMS of Sunday, Dec. 16.
Moved Dec. 2***

When CORRECTIONS are made on AP-N wire stories, the form is:

(Advance) AP Newsfeatures Correction

When it is necessary to correct a page (mail) story on the wire, the designation is:

AP Newsfeatures Page Correction

When AP-N moves on a spot basis, as in the case of certain columns, the designation is:

An AP Newsfeature For Tuesday PMS

AP-N specialists in various fields use distinctive by-lines identifying themselves as an AP "reporter" in their field, as:

By Howard Blakeslee
AP Science Reporter

Other AP-N stories of by-line designation carry a staff writer line, as:

By Bill Glover
AP Newsfeatures Writer

In such staff written stories (except by specialists who have the "AP Reporter" designation) The AP logotype also is included in the date-line.

When one writer substitutes for another in a regular assignment such as a column, the by-line is simply:

By Morris Harris
(For James D. White)

NEWSPHOTO AND WIREPHOTO

KILLS, ELIMINATIONS AND CORRECTIONS. These are handled on the same principle as in the spot news report except that all Wirephoto matters are channeled through the New York Wirephoto desk. **KILLS** are handled by trunk wire message, just as with a kill on a news story, plus a network transmission on the kill. **CORRECTIONS** and **ELIMINATIONS** are handled in some cases by voice message to network points on roll call; on other occasions such matters are handled by network transmission. In the cases of kills, eliminations or corrections involving newsphoto copy serviced by mail, the servicing point handles all except minor corrections through leased wire message to receiving points, or by overhead message if necessary. Minor corrections, for record purposes, are handled by mail.

WIREPHOTO CAPTIONS. A sample Wirephoto caption follows:

(WX1) WASHINGTON, Nov. 29—UMW CHIEF ARRIVES FOR TRIAL—John L. Lewis (right), United Mine Workers pres-

ident, arrives at Federal District court today for opening of his trial on contempt of court charges. At left is Welly K. Hopkins, defense attorney. (AP Wirephoto (see wire story) BEF61011WJS) 1946.

The first parenthetical notation (*WX1*) logs the sending station and the number of its transmission for the day. The object of any picture caption is to DESCRIBE THE PICTURE, if possible in a manner that the picture plus caption can be used separately from story if desired, and stand up alone. Remember the function of the caption is not to re-tell the news story; the caption "lead" should be purely descriptive of the picture, with basic story facts woven in briefly as necessary to round out the caption.

Parenthetical matter after the Wirephoto credit includes initials of caption writer (*BEF*), timing of caption on universal time basis—*6* for the day of week, *1011* for 10:11 a.m. (thus would be *2211* for 10:11 p.m.), and source (*WJS* for staff photographer's initials, but which would read "*COR*" if a stringer source, or "*TMS*," "*TRIB*" or "*JNL*" if indicating member paper source. The "*See Wire Story*" slug on a Wirephoto caption is used only if the story is moving generally on trunk wires. In no case is a story slug carried

on a picture in anticipation of movement of the story.

SUBSTITUTE CAPTIONS. When major revision of a Wirephoto caption is necessary, a substitute caption is transmitted, prefaced by an explanatory note to editors citing the reason for the sub caption, such as:

(WX 2 Nov. 29) EDITORS: This is a substitute caption for Wirephoto WX1 of Nov. 29, inserting identification of man at center and officer at left (followed by revised caption).

A substitute caption corresponds to a sub intro on the news wire. It does not take the place of any necessary kills, eliminations or corrections.

ATTRIBUTION IN PICTURE CAPTIONS.

In addition to the basic job of describing the picture, any picture caption must exercise the same care, despite its relative brevity, to carry full attribution and authority where such is necessary, as with pictures of persons held on charges. A caption must stand by itself without story, if necessary. Bear in mind it may be published with an opposition or special story at variance with facts as carried in the AP story.

COMPLETENESS OF CAPTIONS. Such basic information as first names of persons in pictures is as vital in a picture caption as in a news story. In sports pictures, for example, nicknames should be avoided, with complete, clear-cut identification. Do not identify a player, for example, as "Smith of the Wildcats," but as "Fullback Joe Smith of Northwestern."

SPECIAL PICTURE CREDITS. These may be incorporated in special cases after consultation with the New York Wirephoto desk. In the case of a genuinely outstanding picture it is desirable that the photographer, whether a staff man or member paper cameraman, be given due credit in the body of the caption. In rare cases where copyright credit is carried, it should be in this form:

(AP WIREPHOTO—Copyright, 1946, by the Philadelphia Evening Bulletin).

WIREPHOTO NETWORK MESSAGES. As between Wirephoto network points, messages normally are relayed verbally, between picture transmissions, to and from the points concerned. Because a continuing record of all picture requests, projects and inquiries necessarily has to be made by the New York Wirephoto desk, New York always should be called in on messages. Messages of any consequence always

should be recorded in writing both by the sending and receiving points.

SCHEDULING WIREPHOTOS. Bureaus on the Wirephoto network schedule picture offerings verbally, as with messages, using the following general form:

“WX1, an 8 x 10 print, Washington date, John L. Lewis and aides entering court. Good picture. Ready to go.”

All that is needed is brief picture descriptive plus a capsule recommendation. The recommendation is basic and vital; it may range all the way from “excellent action” to “a dull picture, posed, small images, but only copy available.” Remember the Wirephoto network is monitored on the same principle as a news wire is filed; the copy which on the basis of all available information seems to be most useful for most points is given priority. When a picture has only regional value, it should be slugged as such when the verbal schedule is given, noting the points which should receive it.

PICTURE NOTES TO EDITORS: The purpose of keeping member paper editors informed on picture developments of consequence is the same in the newsphoto service, on Wirephoto copy, as it is on the news wires. Notes to editors about

picture transmissions or developments are handled through the New York Wirephoto desk, which operates in closest liaison with the New York General News desk. In this connection it is important that points with important picture copy in prospect always keep the New York monitor fully advised.

SPORTS

Sports operates as a special department and has its own wire for the distribution of stories.

However, during those hours when the sports wire is not in operation, sports stories are carried on the general facilities. In such cases a story is identified by the slug "sports." If the story warrants a bulletin, it should be identified as "sports bulletin" and subsequent adds are slugged "sports bulletin matter."

Messages moved on general facilities but intended for the sports department should be addressed "Ny Sports."

When messages or stories are carried on the sports wire, the identifying slug is NOT needed. For uniformity, the following guideposts, tables, summaries and composite scores should be followed:

RECORDS—Olympic records can be broken only in Olympic games. Dirt track records are not broken on board tracks and vice versa. In referring to new records, state former record.

ALL-AMERICA—This designation should be confined to football players selected either by Walter Camp through the season of 1924; by The Associated Press since then. If any doubt exists, omit the designation. Please refrain

from identifying any sports figure as All-America except those listed in The AP list. Remember it is All-America not All-American.

CLUB, STADIUM AND OTHER TRICK DATE-LINES—Desirable only on events of extraordinary national interest.

WEIGHTS—Give them in all boxing and wrestling results.

NICKNAMES—Avoid overuse. In baseball specify *BOSTON BRAVES* at least once, rather than nickname alone. In college sports, avoid variety of nicknames for same team. If use of a nickname would obscure the meaning to casual readers, don't use it.

LEADS—Avoid "type" leads. For instance: if one football writer builds a lead around a Halloween angle, the chances are dozens of others will do the same thing on the same day.

FINALS—The winner should be given first in all finals EXCEPT FOOTBALL. (Note later section dealing with method of handling football scores.) Omit word "college" in giving all college sports finals.

CHAMPIONSHIPS—In referring to sports champions be precise. If a boxer holds the N.B.A. welterweight championship, say "N.B.A. title," not simply "welterweight champion." Avoid use of the word champion entirely in dealing with professional wrestlers.

The Basketball Box

Long Island University	G	F	PF	TP
Beenders F	1	0	3	2
Cohen F	1	2	2	4
Waxman F	3	0	3	6
Fronczak F	0	0	0	0
Holub C	3	0	2	6
H. Rader G	6	1	1	13
Lewis G	3	1	0	7
L. Rader G	2	2	1	6
Schneider G	1	0	0	2
TOTALS	20	6	12	46

Southern California	G	F	PF	TP
Ormsby F	4	0	0	8
Omaley F	3	0	2	6
Rock F	2	1	3	5
Berg C	7	1	3	15
Seminoff C	0	0	0	0
Gossard G	2	2	2	6
Luber G	2	1	0	5
Miletich G	0	0	0	0
TOTALS	20	5	10	45

Half time score: Long Island 23; Southern California 19.

Free Throws Missed; Long Island—Beenders, Cohen, Waxman, Holub 3; Southern California—Berg 2, Gossard 2, Luber.

(Note: Do not list officials).

The Baseball Box

St. Louis	AB	R	H	O	A
J. Martin 3b	4	0	0	3	2
S. Martin 2b	3	0	0	1	2
Slaughter rf	4	0	0	1	0
Medwick lf	4	1	1	2	0
Hopp lf	0	0	0	0	0
Mize lb	4	2	3	9	1
Padgett c	a3	1	0	9	1
T. Moore cf	3	2	2	0	0
Orengo ss	4	0	1	1	2
Gutteridge x	0	0	0	0	0
Brown ss	0	0	0	0	1
McGee p	3	0	0	0	2
Shoun p	0	0	0	0	0
TOTALS	32	6	7	y26	11

x—ran for Orengo in 9th

a—awarded first base on catcher's interference

y—two out when winning run scored

Brooklyn	AB	R	H	O	A
Gilbert cf	4	1	1	3	0
Coscarart 2b	4	2	2	4	3
Walker lf	3	0	0	2	0
Koy lf	1	1	1	0	0
Phelps c	4	0	0	7	0
Lavagetto 3b	4	1	0	1	1
Camilli lb	4	0	1	8	0
E. Moore rf	3	0	1	0	0
Reese ss	3	2	2	2	2
Hamlin p	1	0	1	0	1
Cullenbine z	1	0	0	0	0
Tamulis p	0	0	0	0	0
Franks zz	1	0	1	0	0
TOTALS	33	7	10	27	7

z—batted for Hamlin in 6th

zz—batted for Tamulis in 9th

St. Louis	000	111	003	—	6
-----------	-----	-----	-----	---	---

Brooklyn	001	000	105	—	7
----------	-----	-----	-----	---	---

ERRORS—None. RUNS BATTED IN—Medwick, T. Moore 3, Mize 2, Hamlin, Coscarart, Koy 3, Reese, Franks. TWO BASE HIT—Orengo. THREE BASE HITS—Mize, Reese. HOME RUNS—T. Moore 2, Koy. STOLEN BASE — Gilbert. SACRIFICE — McGee. DOUBLE PLAYS—Reese, Coscarart and Camilli 2. LEFT ON BASES—St. Louis 3; Brooklyn 4. BASES ON BALLS—Off McGee 3, Hamlin 1, Tamulis 1. STRIKEOUTS—By McGee 3, Hamlin 3, Tamulis 1. HITS—Off McGee 8 in 8 $\frac{2}{3}$ innings; Shoun 2 in 0 (pitched to two batters); Hamlin 4 in 6; Tamulis 3 in 3. HIT BY PITCHER—By McGee (Hamlin). PASSED BALL—Phelps. BALK—By McGee. WINNING PITCHER—Tamulis. LOSING PITCHER — Shoun. UMPIRES — Reardon, Pinelli and Goetz. TIME—2:24. ATTENDANCE—22,965 (or estimated if official not available).

(Note: Footnotes should be explained immediately below the half of the box in which they appear; do not use a footnote for a pinch hitter who later takes his place in the field).

(TO PROVE A BOX SCORE: For either side, total "at bats," plus sacrifices, bases on balls, hit by pitcher and interference by catcher should equal the runs scored, left on bases and opponents' putouts.)

The Hockey Lineup

NEW YORK		TORONTO
Henry	G	Broda
Juzda	RD	Stanowski
Heller	LD	McDonald
Pike	C	Goldwyn
Warwick	RW	McCreedy
Patrick	LW	Langelle

RANGER SPARES—Coulter, Shibicky, M. Colville, N. Colville, Watson, Smith, Pratt, Hextall, Burns, Kunz, Tustin.

TORONTO SPARES — Davidson, Hamilton, Kampman, Carr, Apps, Schriener, Drillon, Church, Taylor.

FIRST PERIOD—Scoring: 1—Toronto, Langelle (Stanowski) 1:36; 2—New York, Tustin (N. Colville) 3:48; 3—New York, M. Colville (N. Colville-Tustin) 4:03; 4—Toronto, Drillon (Stanowski) 5:23. Penalty—McDonald.

SECOND PERIOD—Scoring: 5 — Toronto, Davidson (Apps) 4:16. Penalties—Davidson, Juzda (major), McDonald 2 (1 major).

THIRD PERIOD—No score. PENALTIES—none.

(Note: time of goals calculated from start of the period. Penalties are minor unless otherwise noted. Eliminate stops and names of officials.)

The Football Lineup

Delete the introductory phrase "The lineups and summaries," simply adding them to the lead in this style:

HARVARD

Bradley	le
White	lt
Smith	lg
Wheeler	c
Brown	rg
Ralph	rt
Burr	re
Cornish	qb
Jones	lh
Hawley	rh
Conroy	fb

YALE

Southard
Green
Stevens
Cole
Kenny
Keene
Cooper
Hinch
Cliff
Breen
Phelps

Harvard	5	0	7	3	—	15
Yale	0	7	0	7	—	14

Harvard scoring: Touchdown, Phelps. Point after touchdown, Burr (place-kick). Field goal, Cornish 2 (placements). Safety, Cliff (tackled by Brown in end zone).

Yale scoring: Touchdowns, Breen, Glotz (for Cooper). Point after touchdown, Cooper 2 (drop-kicks).

Substitutions: (For all games covered on B basis or better) Yale—Ends, Smith, Jones: tackles, Blake, White, etc.

Harvard—Ends, Maginnis, Hawley; tackles, Montrose, etc.

(Omit the officials)

Note: Safety should appear with scoring of team receiving two points and be charged to an individual of the opposing team where possible; otherwise simply to the opposing team. Note: If a substitute scores, the scoring summary must identify him; thus: Touchdown, Brown (for Breen). This rule applies whether or not the substitutions in abbreviated form are carried.

Football Statistics

These are carried under a separate date-line as follows:

Ann Arbor, Mich., Nov. 23—(AP)—Michigan-Ohio State football statistics:

First Downs

Net yards gained rushing

Forward passes attempted

Forward passes completed
Yards forward passing
Forwards intercepted by
Yards gained run-back interceptions
Punting average
Total yards, all kicks returned
Opponent fumbles recovered
Yards lost by penalties

(NOTE: Do not score touchdowns as first downs; punting average is determined from line of scrimmage).

Football Period Scores

All period scores should be filed according to the "combination system," giving the separate period score and the cumulative total at the end of each period as follows:

First: Harvard 0; Yale 7

Second: Harvard 7-7; Yale 0-7

Third: Harvard 3-10; Yale 7-14

Final at New Haven: Harvard 7-17; Yale 3-17

The visiting team should be given first in all scores; the source should be given in all finals whether or not period scores are sent. Games on which bare finals only are sent will omit the fourth period.

Football Slugs

The shortest possible slug should be used on all football running stories as follows:

Add Ohio State-Michigan (First)

Pick up lines should be omitted on games on which only one descriptive take per period is carried. Otherwise pick up lines should be used on leads and running stories.

To aid sports copy desks, the period identification is repeated with the FIRST take of each period in all games covered on the basis of two or more bulletins per period; thus:

Add Ohio State-Michigan (First)

FIRST PERIOD

Add Ohio State-Michigan (Second)

SECOND PERIOD

Golf Scores

Where scores on medal play tournaments are being handled on a running basis the following style is mandatory:

FOR THE FIRST ROUND: John Smith, New York, 35-35—70.

FOR THE SECOND ROUND: John Smith, New York, 70-72—142.

FOR THE THIRD ROUND: John Smith,
New York, 142-72—214

FOR THE FOURTH ROUND: John Smith
New York, 214-71—285.

(Note: When the final two rounds are played on the same day, as in the U. S. Open championship, use this form for fourth round: John Smith, New York, 142-72-71—285)

(NOTE: The name of the course and its yardage are integral parts of golf stories and should be given in all leads. Editors also are cautioned against the use of the word "bogey"—it does not mean one-over-par.)

The Track Summary

100 meter dash—won by Smith, Rutgers; second, Jones, Princeton; third, Brown, Yale. Time 10.5 seconds.

High Jump—won by White, New York University, 6 feet 5 inches; second, Bidwell, Columbia, 6 feet 3¾ inches; etc. (giving each performance in field events).

FINANCIAL AND MARKETS

In financial and business news avoid technical phraseology. For instance, a grain item should be in farmers' language, not in brokers' terms. Routine market items are moved on schedule to meet editions.

Corporation News

Corporation items should be restricted in the general news report to concerns widely known.

Earnings

Emphasize net income, or loss, which is the result after all charges, including bond interest, but before dividends. If any qualification is made, such as "*before depreciation*," use it. Give comparable figures for 12 months previously, and also, if available, earnings per share. Earnings per common share are calculated after deduction of amount paid on any preferred or senior stock issue. Like this:

New York, Sept. 1—(AP)—The ABC Corp. today reported net income of \$1,243,634 for the first six months of

1942, equal to 64 cents per common share, compared with \$621,817, or 32 cents a share, in the like period of 1941. It produces steel products at Chicago and Pittsburgh.

Longer items may be used, giving comment on business by officials or other interesting material. Where the net income is considerably affected by taxes, the amounts of taxes paid in comparable periods should often be included. Save for monthly sales figures of a few nationally prominent concerns, we do not use corporation reports more frequently than quarterly. For companies issuing earnings reports monthly, use only those for periods ending on quarterly dates, as Dec. 31, Mar. 31, June 30, Sept. 30.

Dividends

Use only changes in dividend payments, unless there is some special aspect of a regular payment which makes it news. If any regular payments are made along with a change or special, mention the regular too, like this:

Chicago, Sept. 1—(AP)—Directors of XYZ Corp. today ordered an extra common dividend of 50 cents, in addition to the regular quarterly of 25 cents, and the

quarterly preferred of \$1.25, all payable Sept. 15 to stock of record Aug. 31. In the preceding quarter, an extra of 25 cents was ordered.

or — x x x *today omitted the regular quarterly common dividend of 25 cents, but ordered the regular of \$1.25 on the preferred, payable x x x etc.*

Use the dividend designation used by the company, whether regular, special, extra, increased, or interim, and don't designate a payment as regular unless the company does. If it calls a payment just "*a dividend*," call it that, and show what was paid previously. Never combine dividends on different classes of stock. Give each separately.

Markets

Important developments in stock or commodity markets are slugged: *News Page*. News page stories are in addition to the regular market page stories.

In news page items, price changes are described in dollars and cents, as: *Cotton futures jumped \$1.65 to \$2.30 a bale, the best rise in three months, closing prices all ranging above 17.30 cents a pound.*

In market page reviews, also use dollars and cents wherever practicable, as: *Cottonseed oil futures closed .03 to .06 of a cent lower, January at 13.62.* In market page stocks and bonds, use points and fractions.

Commodities

Many of the commodity market items are strictly quotation items, as livestock, cash grain, etc., and should be stripped to bare essentials, with needless punctuation eliminated, but uniformity should be preserved.

Here is the way a livestock market should go:

Chicago, Jan. 15—(AP)—(U. S. Dept. Agr.) Salable hogs, 24,000, total 31,000; moderately active, mostly 10-20 lower; top 11.40; bulk good and choice 160-240 lbs. 11.15-40; most 240-70 lb. butchers 10.90-11.20.

Salable cattle 16,000; calves 1,000; Fed steers x x x etc.

Here is a cash grain item: *Minneapolis, Jan. 15—(AP)—Wheat 95 cars; $\frac{3}{8}$ lower; no 1 heavy northern 1.16-1.21; dark northern no 1, 1.14-1.20; no 2, 1.11-1.18; x x x etc.*

Dollars and cents signs are eliminated. When a price is under \$1, the decimal is omitted, but when over \$1, it is used. Use dash rather than "to" in a price range as: **10-20 lower**. Make fractions $\frac{1}{4}$, not 1-4. Do not use needless commas, but put them in a thousand figure, as: **1,000**, and to separate figures, as: **no 3, 1.17-1.18 $\frac{3}{4}$** . Abbreviations as **no** (number,) **nom** (nominal), **lbs** (pounds), and for months, do not require periods in these strictly quotation items.

In avoiding needless abbreviation, just say **butter 12,875 cars**, etc., not separating the commodity from the figure with comma, dash or otherwise, but don't leave out punctuation where the result is confusing.

Many items contain the tone, as: **steady** (about unchanged); **firm** (little higher); **strong** (substantially higher); **easy or heavy** (little lower); **weak** (substantially lower).

This is used where no indication of the previous day's prices is given, and not required in items showing previous prices or net changes. For instance in **cotton was easier, off 30 to 50 cents a bale**, "easier" should have been eliminated.

STANDARDS

While this booklet principally deals with mechanics, there is one reference guide which will eliminate many messages and corrections and therefore is included. It is of the Beaufort wind-scale.

Calm is a wind of up to 0.5 of a mile an hour, and smoke rises vertically.

A *strong breeze* is 25 to 31 m.p.h., and it whistles in telephone wires.

A *moderate gale* is 32 to 38 m.p.h., and sways whole trees.

A *fresh gale* is 39 to 46 m.p.h., and impedes walking.

A *strong gale* is 47 to 54 m.p.h., and breaks signs.

A *whole gale* is 55 to 63 m.p.h., and uproots trees.

A *storm* is 64 to 75 m.p.h., and does widespread damage.

A *hurricane* is 75 m.p.h., and upwards and causes excessive damage.

The differentiations for tornadoes, typhoons and cyclones are sufficiently understood.

